

Message Text

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45

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W

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R 300837Z JUN 75

FM AMEMBASSY TOKYO

TO USDOC WASHDC

INFO SECSTATE WASHDC 1240

UNCLAS TOKYO 8706

FOR OIM/WELCH

E.O. 11655: N/A

TAGS: BEXP, JA

SUBJECT: TC MARKET PROMOTION CONTRACT

1. OF EIGHT COMPANIES INVITED TO BID, TWO DECLINED, THREE DID
NOT REPLY, AND THREE COMPANIES SUBMITTED BIDS AS FOLLOWS (YEN290
EQUALS \$1.00):

DE GRASSI	FALCON	HAKUHODO	
ANNUAL RETAINER	Y7,316,400	Y4,200,000	Y6,600,000
	(\$25,228.97)	(\$14,482.76)	(\$22,758.62)

PER SHOW FEE	Y10,974,500	Y11,200,000	Y7,800,000
(X 8)	(\$37,843.10)	(\$38,620.69)	(\$26,896.55)

SUB TOTAL	Y18,290,900	Y15,400,000	Y14,400,000
	(\$63,072.07)	(\$53,103.45)	(\$49,655.17)

REIMBURSABLE	Y4,264,000	Y6,621,800	Y6,223,840
(X 8)	(\$14,703.44)	(\$22,833.79)	(\$21,461.52)

TOTAL	Y22,554,900	Y22,021,800	Y20,623,840
	(\$77,775.51)	(\$75,937.24)	(\$71,116.69)

2. TC DOES NOT RECOMMEND ACCEPTANCE FALCON BID DUE WEAK
PROPOSAL AND LACK OF TRAINED PERSONNEL TO HANDLE TC
ACCOUNT. ALTHOUGH DE GRASSI PROPOSAL COMPREHENSIVE AND
ACCOUNT PERSONNEL FAMILIAR WITH TC OPERATIONS, IT IS THE
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HIGHEST PRICED. HAKUHODO'S PROPOSAL COMPREHENSIVE AND

INNOVATIVE. THE SENIOR AND JUNIOR ACCOUNT EXECUTIVES WERE WELL RECOMMENDED BY DUSEX SLIWICKI FOR THEIR PERFORMANCE IN APEX '75 AND COMPANY HAS LARGEST SCOPE OF EXPERTISE TO CALL UPON.

3. ALTHOUGH THE TRADE CENTER IS RELUCTANT TO LOSE THE VALUABLE EXPERIENCE OF DE GRASSI AND ASSOCIATES WHO HAVE PERFORMED WELL OVER THE PAST SEVEN YEARS, ON THE BASIS OF LOWEST PRICE, MARKET EXPERIENCE, PAST PROGRAM PERFORMANCE, AND AGENCY DEPTH OF QUALIFICATIONS AND OPERATIONS, THE TC MUST RECOMMEND THE AUGUST 1, 1975 THROUGH JULY 31, 1976 MPC CONTRACT BE AWARDED HAKUHODO, INCORPORATED. PLEASE ADVISE ASAP.

4. COPY ALL BIDS AIRMAILED OIM JUNE 23.
HODGSON

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Message Attributes

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Decaption Note:
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Disposition Authority: n/a
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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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Margaret P. Grafeld
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EO Systematic Review
06 JUL 2006

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